



# 2020 CENSUS RESPONDENT EXPERIENCE BLUEPRINT

NATIONAL ADVISORY COMMITTEE (NAC)

11/2/2018

# AGENDA

- Service design blueprints and how organizations use them
- Our methodology and approach
- Blueprint review
- Potential areas for NAC to contribute

# OUR CHALLENGE

To equip key Census Bureau decision makers with the information needed to prioritize and address respondent experience pain points and ultimately drive higher response rates for the 2020 Census.

# WHAT IS A SERVICE DESIGN BLUEPRINT?



Focused on  
customer  
experience



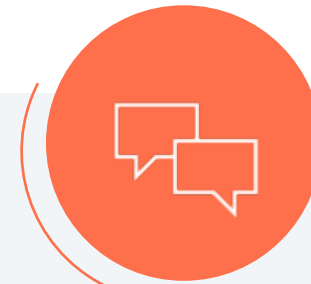
Documents,  
people,  
touchpoints,  
processes,  
technology



Current state  
and/or  
future state



Co-creative  
aligning  
across  
functional  
areas



Communication  
tool



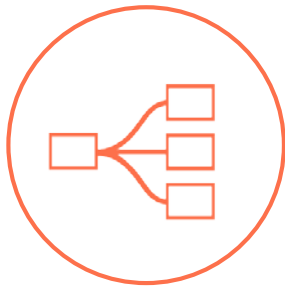
North Star  
for solutioning  
against  
obstacles

# HOW THEY'RE USED

**Blueprints can be used by a variety of stakeholders across the organization to achieve various objectives:**



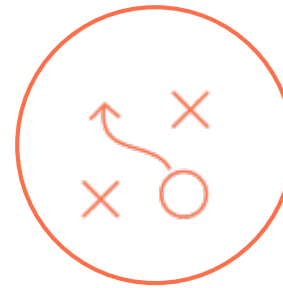
Assess  
services



Map out  
capabilities



Identify  
obstacles +  
pain points



Map new  
products +  
services



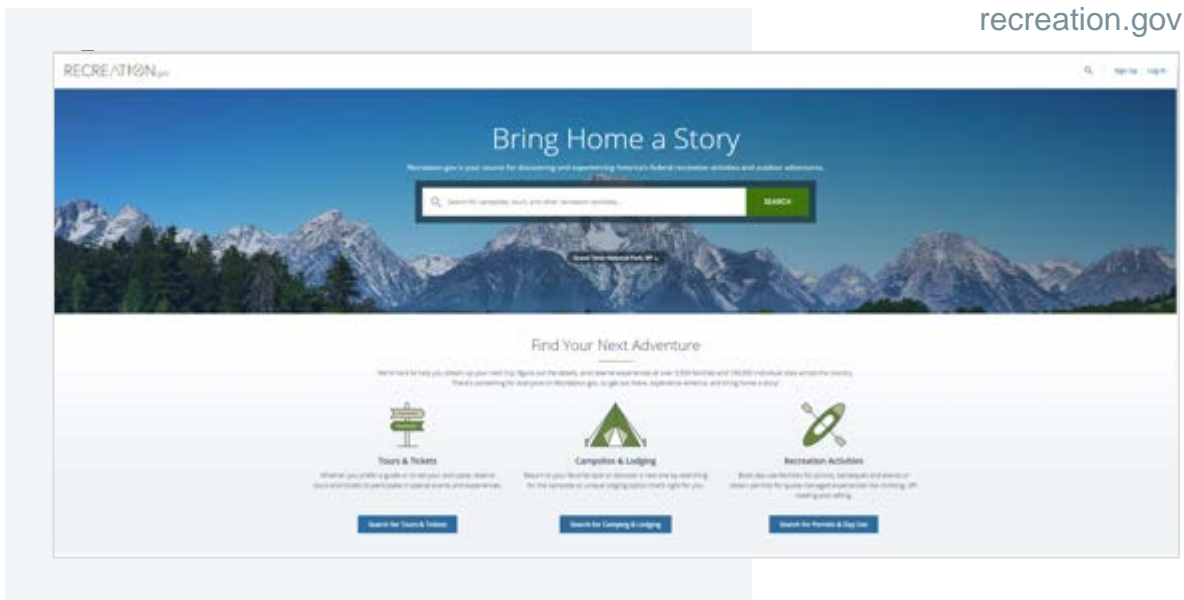
Strategize  
future state  
experience



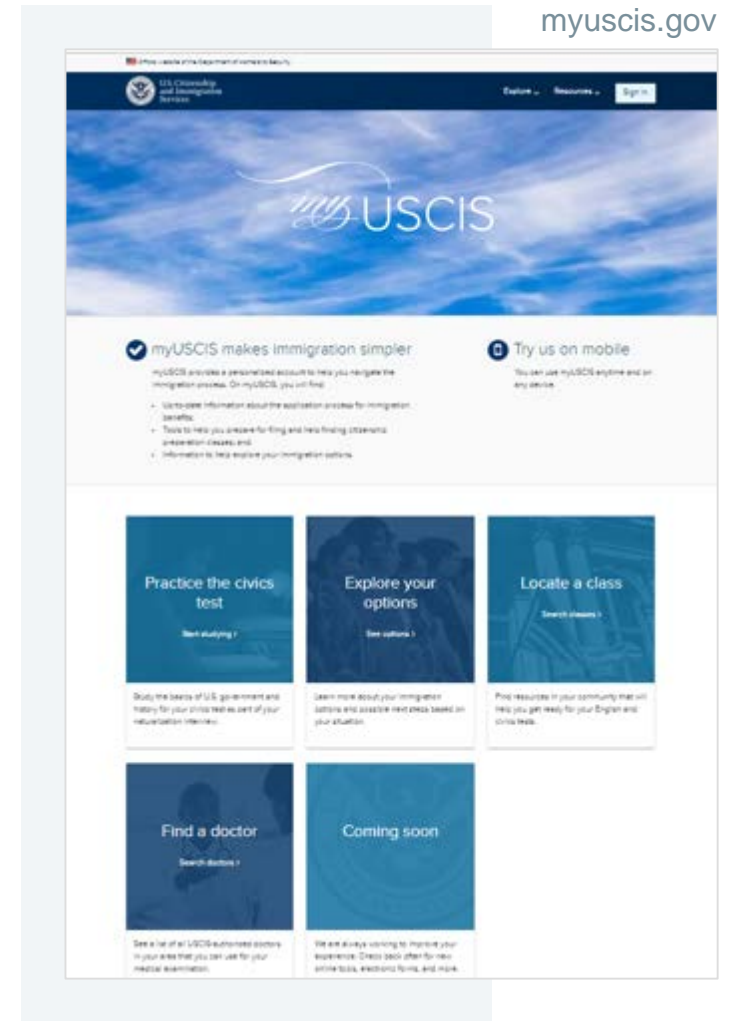
Communicate  
across the  
organization

# EXAMPLES FROM THE PUBLIC SECTOR

Other government agencies have been using user-centered design methods to improve constituent experience.



recreation.gov



myuscis.gov

For more information, see [digital.gov](https://digital.gov)

# OUR METHOD

1. Engage a team to bring in human-centered design to the respondent experience
2. Bring together participants from across the Census Bureau
3. Facilitate information gathering and sharing
4. Co-create and validate the output



# OUR PARTICIPANTS

- Communications Directorate
- Field Directorate
- Decennial Directorate
- Director's Office/Leadership
- Research
- Team Y&R
- Accenture Fjord Digital Studio



# OUR APPROACH

Collaborative and connective

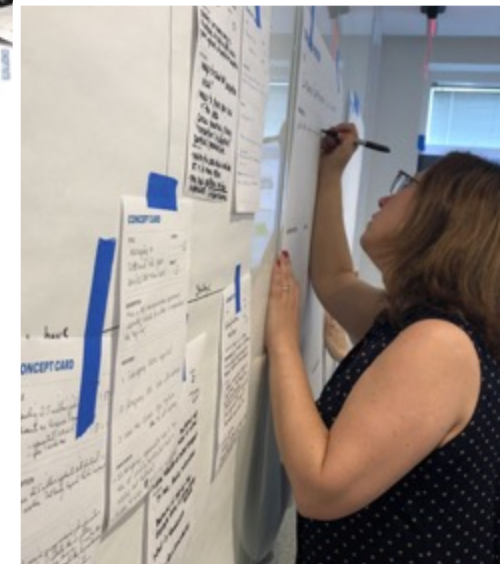
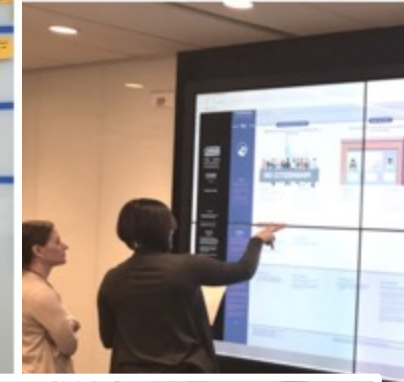
Interactive

Neutral creative space

Keep respondents at the forefront

Aggregative information-gathering

Iterative product validation



# OUR AREAS OF FOCUS

## Self Response

- Internet
- Paper
- CQA (phone)

UL – Update Leave

NRFU – Non-Response Follow-Up

UE – Update Enumerate

# PROCESS + OUTPUTS

## Process Component

## Output

Working sessions (7)

Input of 40+ participants and 250+ data points

Draft respondent experience blueprint (6 iterations)

Evolving blueprint document based on feedback

Validation sessions (4)

Participant feedback based on collaborative review of draft document

Process report

Synthesis of project documentation, process, and recommendations

Co-creative ideation session

Collaborative problem-solving based on pain points

2020 Census Respondent Experience Blueprint

Final document in both printable and clickable forms

# ANATOMY OF THE BLUEPRINT

## Phases

### 3 archetype journeys across X phases

- Respondent
- Influencer
- Census Bureau

## Actions, effects, pain points

## Risks

Representative of full blueprint



# SELECTED INITIAL FINDINGS

**The analysis identified opportunities for improvements to the 2020 Census process**

## Process Adjustments

- A respondent completes his/her questionnaire, but keeps getting additional reminders or visits from the Census

## Refinement to the communication campaign

- Staggered mailings may cause uncertainty among respondents in different waves without additional messaging

## Risks to mitigate

- Insufficient support at call center(s)

# POTENTIAL AREAS FOR NAC TO CONTRIBUTE

Review the blueprint and provide feedback on content

Brainstorm additional pain points on behalf of the respondents you represent

Identify areas to contribute to mitigation and/or solutioning

